

AMENDMENTS TO THE CLAIMS

The following listing of claims replaces all prior versions and listings of claims in the application.

Listing of Claims

1. (Original) An automated system in an interactive communication medium for selectively displaying one or more advertisements to a subject comprising:
 - a collaborative filtering means for determining a subject's community, using information derived from the activities of the subject in the interactive communication medium, and
 - means for determining which of the one or more advertisements to show the subject based on characteristics of the subject's community, wherein the means for determining which of the one or more advertisements to show the subject based on characteristics of the subject's community includes means for displaying a new advertisement for a training period and means for determining whether a high or low proportion of members of the subject's community have viewed further information about the advertisement.
2. (Original) The system of claim 1, wherein the information derived from the activities of the subject comprises information selected from at least one of the following:
 - (1) an identity of one or more sites the subject has visited;
 - (2) a frequency with which the subject visits each of the one or more sites;
 - (3) a nature of the content at the visited sites;
 - (4) an identity of items purchased by the subject;
 - (5) a price of any items purchased by the subject;
 - (6) ratings supplied by the subject;

(7) a selection of advertisements the subject has chosen to view further information about; and

(8) a selection of advertisements in which the subject has indicated disinterest.

3. (Original) The system of claim 1, further comprising means for recording said information in a tracking database.

4. (Original) The system of claim 3, wherein said means for recording said information in a tracking database includes at least a portion of a computer program being executed by a processor which the subject used to visit the sites.

5. (Original) The system of claim 4, wherein the at least portion of a computer program being executed by the processor which the subject used to visit the sites is selected from at least one of the following: an in-line application with the ability to write directly to the subject's computer, a screensaver working in conjunction with a browser, and software incorporated in a browser.

6. (Original) The system of claim 1, wherein the means for determining which advertisements to show the subject based on characteristics of the subject's community includes means for associating a demographic profile with the community and means for associating a demographic profile with specific advertisements.

7. (Original) The system of claim 1, wherein the means for determining which advertisements to show the subject based on characteristics of the subject's community is embodied in software being executed by a processing system used by the subject.

8. (Original) A computer implemented process in an interactive medium for selectively

displaying one or more advertisements to a subject comprising the steps of:

- (a) tracking activities of the subject in the interactive medium;
- (b) deriving information from the activities of the subject identified in said tracking step;
- (c) determining a community of the subject using all or a portion of the information; and
- (d) determining which of the one or more advertisements to present to the subject based on the subject's community, wherein said step of determining which advertisements to show the subject based on characteristics of the subject's community includes the steps of:

displaying a new advertisement for a training period; and

determining whether a high or low proportion of members of the subject's community have chosen to view further information about the advertisement.

9. (Original) The process of claim 8, wherein the information derived from the activities of the subject comprises information corresponding to at least one of:

- (1) an identity of one or more sites the subject has visited;
- (2) a frequency with which the subject visits each of the one or more sites;
- (3) a nature of the information content at the visited sites;
- (4) an identity of items purchased by the subject;
- (5) a price of any items purchased by the subject;
- (6) ratings supplied by the subject;
- (7) a selection of advertisements the subject has chosen to view further information about; and
- (8) a selection of advertisements in which the subject has indicated disinterest.

10. (Original) The process of claim 9, wherein the process further comprises the step of recording said information in a tracking database.

11. (Original) The process of claim 10, wherein said step of recording such information in a tracking database uses at least a portion of a computer program being executed by a processor which the subject used to visit the sites.

12. (Original) The process of claim 11, wherein the at least portion of a computer program being executed by the processor which the subject used to visit the sites is selected from at least one of the following: an in-line application with the ability to write directly to the subject's computer, a screensaver working in conjunction with a browser, and software incorporated in a browser.

13. (Original) The process of claim 10, wherein the step of recording said information in a tracking database is under Common Gateway Interface control.

14. (Original) The process of claim 8, wherein said step of determining which advertisements to show the subject based on the subject's community includes the steps of:

associating a demographic profile with the community; and

associating a demographic profile with specific advertisements.

15. (Original) The process of claim 8, further comprising the step of filtering the information from said deriving step to provide filtered information.

16. (Original) The process of claim 15, further comprising the step of grouping the subject into a cluster formed of other subjects with similar communities.

17. (Original) A computer program product for selectively displaying at least one or more host based advertisements to a guest at a remote location comprising:

(a) a computer usable medium having computer readable program code means embodied therein for tracking activities of the guest at the remote location;

(b) computer readable program code means for deriving information from the activities of the guest identified in said tracking step;

(c) computer readable program code means for determining a community of the guest using all or a portion of the information; and

(d) computer readable program code means for determining which advertisements to present to the guest based on the guest's community, wherein the means for determining which advertisements to present the subject based on the guest's community includes computer readable program code means for displaying a new advertisement for a training period and computer readable program code means for determining whether a high or low proportion of members of the guest's community have chosen to view further information about the advertisement.

18. (Original) The computer program product of claim 17, wherein the information derived from the activities of the guest comprises information selected from at least one of the following:

- (1) an identity of one or more sites the guest has visited;
 - (2) a frequency with which the guest visits each of the one or more sites;
 - (3) a nature of the content at the visited sites;
 - (4) an identity of items purchased by the guest;
 - (5) a price of any items purchased by the guest;
 - (6) ratings supplied by the guest;
 - (7) a selection of advertisements the guest has chosen to view further information about;
- and
- (8) a selection of advertisements in which the guest has indicated disinterest.

19. (Original) The computer program product of claim 17, wherein the product further

comprises computer readable program code means for recording the information in a tracking database stored locally at the guest's remote location.

20. (Original) The computer program product of claim 17, further comprising readable program code means for filtering the information from said deriving step to provide filtered information.

21. (Original) The computer program product of claim 17, wherein a plurality of guests with similar communities are grouped into clusters.

22. (Original) The computer program product of claim 17, wherein a demographic profile is created for the guest based upon the information derived from the activities of the guest.

23. (Original) A computer program product for selectively displaying at least one or more host based advertisements to a guest at a remote location comprising:

(a) a computer usable medium having computer readable program code means embodied therein for tracking activities of the guest at the remote location;

(b) computer readable program code means for deriving information from the activities of the guest identified in said tracking step;

(c) computer readable program code means for determining a community of the guest using all or a portion of the information;

(d) computer readable program code means for determining which advertisements to present to the guest based on the guest's community; and

(e) computer readable program code means for displaying an advertisement, the computer readable program code means for displaying an advertisement responsive to the computer readable program code means for determining which advertisements to present the guest wherein the computer readable program code means for displaying displays the advertisement determined

by the computer readable program code means for determining which advertisement to present the guest wherein the guest has the ability to reject the selected advertisement, whereby the rejected advertisement is replaced with a second selected advertisement determined by said computer readable program code means for determining which advertisement to present the guest.

24. (Original) The computer program product of claim 23, wherein the computer readable program code means for displaying displays the advertisements in a window of a display at the guest's remote location.

25. (Original) The computer program product of claim 24, wherein the advertisement displayed in the window is linked to an advertiser's site.

26. (New) A method for advertising, including:

receiving information based upon the activity of a user in an interactive medium;

determining a community for said user based upon said received information; and

selecting an advertisement to be displayed to said user based upon said community.

27. (New) The method of claim 26, wherein said information includes the identity of at least one web page that said user has visited.

28. (New) The method of claim 26, wherein said information includes the frequency with which said user has visited at least one web page.

29. (New) The method of claim 26, wherein said information includes the nature of the content of at least one web page that said user has visited.

30. (New) The method of claim 26, wherein said information includes the identity of at least one item purchased by said user.

31. (New) The method of claim 26, wherein said information includes the price of at least one item purchased by said user.

32. (New) The method of claim 26, wherein said information includes an identifier of at least one advertisement selected by said user.

33. (New) The method of claim 26, wherein said information includes a rating supplied by said user.

34. (New) The method of claim 26, wherein determining a community for said user includes:
determining interests of said user; and
identifying a community that is associated with said interests.

35. (New) The method of claim 34, further including associating said user with said community.

36. (New) The method of claim 26 wherein members of said community share common interests.

37. (New) The method of claim 26, wherein members of said community engage in similar activities in said interactive medium.

38. (New) The method of claim 26, wherein selecting an advertisement to send to said user based upon said community of said user belongs includes:

displaying said advertisement to a plurality of users;

determining the proportion of members of said user's community that select said advertisement.

39. (New) The method of claim 38, wherein if said proportion of members of said community that select said advertisement is high, then selecting said advertisement for further display to members of said community.

40. (New) The method of claim 38, wherein if said proportion of members of said community that select said advertisement is low, then terminating further display of said advertisement to members of said community.

41. (New) The method of claim 26, including receiving a request from said user not to store information based upon the activity of a user in an interactive medium.

42. (New) A method for advertising, including:

receiving information describing an attribute of a subset of users that belong to a community;

associating said attribute with users that belong to said community and do not belong to said subset of users;

receiving a request to send an advertisement to users associated with said attribute; and

sending through an interactive medium said advertisement to users that belong to said community and do not belong to said subset of users.

43. (New) A method for advertising, including:

sending through an interactive medium an advertisement to a plurality of users;
receiving an indication that a plurality of users have selected said advertisement;
determining a community to which each of said plurality of selecting users belongs; and
determining a probability with which a randomly chosen member of said community will
select said advertisement.

44. (New) The method of claim 43, including sending said advertisement to a member of a
community if said probability is above a predetermined threshold.

45. (New) A method for advertising, including:

receiving the identity of an interactive medium item in connection with which an
advertisement is not to be shown;
refraining from showing said advertisement in connection with said interactive medium
item.

46. (New) The method of claim 45, wherein said interactive medium item includes one from
the group of: a type of web site and a type of web page.

47. (New) The method of claim 45 wherein said interactive medium item includes one from
the group of: a web site and a web page.

48. (New) A method of advertising, including:

sending a first advertisement to a user;

receiving from said user an indication that the user rejects said first advertisement;
replacing said first advertisement with a second advertisement in response to said rejection
indication received from said user.

49. (New) A method of advertising, including:

storing at a user computer information based upon the activity of at least one user in an
interactive medium;

receiving at said user computer advertisement criteria;

deciding at said user computer if an advertisement is to be shown at said user computer
based upon said information and said advertisement criteria.

50. (New) The method of claim 49, wherein if said advertisement is selected to be displayed
at said user computer, then displaying said advertisement.

51. (New) A method for gathering information at a central database based upon the activity
of a user with respect to a web page that does not display advertising, including receiving said
information based upon a request from said user for said web page, wherein said web page
includes a reference to said central database.

52. (New) The method of claim 51, wherein said reference is a link embedded in said web
page to said central database.